(New) For use in an electronic camera having an image pick-up unit and a storage device, a process for taking and storing digital pictures, the process comprising:

generating a digital image signal corresponding to an image incident on the image pick-up unit; formatting the digital image signal in one of a plurality of computer image file formats; and storing the formatted image file in the storage device.

36. (New) A process as in claim 37, wherein the storage device is removable.

and a storage device, a process for taking and storing digital pictures, the process comprising:

selecting one of a plurality of computer image file formats in the camera;

generating a digital image signal corresponding to an image incident on the image pick-up unit;

formatting the digital image signal in the selected computer image file format; and

storing the formatted computer image file in the storage device.

4 3 wherein the storage device is removable.